

Effective Role of Digital Marketing for Growth of a Business - A Descriptive Study

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ABSTRACT - Marketing play a vital role in growth of successful business. Marketing is more than product. Digital marketing is done by marketers to promoting the products and services into market, with the help of electronic media. Digital marketing is attracting the customers and allow them to interact with the digital media. This paper also focus on factors that affecting the digital marketing and also describes various channels of digital marketing. Secondary data was used for current study, such as data collected from websites, related published research papers and other sources. Descriptive research design is used in the paper.

Keywords: Digital Marketing & electronic media etc.

I. INTRODUCTION

Digital marketing is one type of marketing, that promoting and selling products and services by leveraging online marketing tactics such as online media marketing and email marketing. The main difference between traditional marketing and digital marketing is that, in the case of traditional marketing is used non digital way to promoting the products and services of business entity. But in the case of digital marketing is used digital form to promoting the goods and services, and customers can easily access information any time and any place, where they want like.

Digital marketing is done through Internet, smartphones devices, social media and any other channels to reach potential customers.

Major Digital Marketing Channels:

Website Marketing: - A website marketing is a center piece of all digital marketing process. A website should represents a brand name, a brand logo, services provided by a particular brand in a clear and memorable way. It is very safe and useful way of promoting products and service.

Email Marketing: - Email is also one of the important channel of digital marketing. Though email channel, we can touch with our potential customers or the people interested in your brand.

Social Media Channels: - social media channel includes Facebook, whatsApp that promotes and awareness the products and services of a companies though digital form.

SMS Messaging: - SMS messaging are also very popular mode of promoting and awareness the products and services of a companies. It also kind of digital marketing.

II. LITERATURE SURVEY

Roushan & Rakesh (2015) try to understand the behavior towards Indian customers to increasing mobile marketing communication. It shows that how the attitude varies with gender, age, education, city, profession and income. Primary data was used through questionnaires with sample size of 180 respondents. It was found that customers are happy and positive manner provided these communication are customized to their needs.

Yasmin & Afrina (2015) explain various forms of digital marketing and impact it on firm's sales. It was taken 150 firms with 50 executives which have been randomly selected to prove the effectiveness of the digital marketing. Data was collected primary as well as secondary sources with the help of various statistical tools and techniques.

Yasmin & Afrina (2015) focus on importance of digital marketing for both the customers as well as marketers. Authors also define difference between traditional marketing and digital marketing.

Stephen.T & Andrew (2015) define a study on research about consumers in digital and social media marketing setting. It found that how customers different angles on experience, influence by digital environment in which they are situated as part of their daily lives.

Kabade & B.Santosh (2016) define a conceptual knowledge about e-commerce and online marketing. This paper discussed about the top motivator factor of shopping online. The author found that it was very useful theory of advertisers and promoting.

Charles Gibon (2018) defines that rising of digital marketing technology are helpful in promoting the products. It also find. It was based on effective marketing

strategy. Making a strategic shift to client centered marketing strategic, provide business the opportunity to engage in a new era of innovative marketing practices.

Objective of the Study: - The objective of the study to find the major factor that affective the digital marketing.

Research Design: - Research Design was a descriptive in nature.

III. MAJOR FACTORS THAT AFFECTING THE DIGITAL MARKETING

Literacy Rate: - Presently India's literacy rate is at 74.04%. Kerala is a most literate state in India, which 93.91% literacy rate, another six Indian state has more literate namely Uttar Pradesh, Bihar, Madhya Pradesh, Rajasthan, Andhra Pradesh and West Bengal. Therefore increasing literary rates are also effecting the digital marketing growth in India.

Target Market: - The foremost thing in my point of view is deciding the target market for digital marketing. You cannot offer your advertisements and other online content to the all of millions of internet users available online.

Channels of Communicating: - In digital marketing there are various channels of communications for reach to potential customers. But lack of appropriate channels of communicating of end uses are also effect the digital marketing.

Technology: - one of the most important factor that affecting digital marketing is a changing technology on a continuous basis that are also expensive day by day due to change.

Cost of Advertising: - The cost of adverting through digital marketing is very low. One can have its own websites in just Rs.5000 in India. One can promote his product on Google with Google Ad.

Unavailability of Infrastructure facilities in India: - The internet connectivity is still not available in Indian rural area.

Lack of online Business Experience: -Lack of awareness about the digital marketing is also a major limitation in the growth of the marketing.

IV. FINDING OF THE STUDY

The current study suggests that the businessmen or professional are not used about proper or suitable tools or channels of communications regarding digital marketing. They also do not fully understand the benefits or growth of companies through digital marketing. This segments of marketing professionals using the digital marketing strategies and reflects new knowledge of professional in India.

V. CONCLUSION

Digital marketing play a vital role to growth of any company. Nowadays, even for a small businessmen or as well as large businessmen or professionals used this weapon to promoting and selling their products and services by using a very cheap and efficient way to markets. Digital marketing has no boundaries. Companies can use any devices for digital marketing such as tablets, mobile phones, laptops, LED Tv, and social media to promoting products and services by using digital marketing.

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